

## ABSTRACT

A system and method for enhancing electronic commerce and/or communicating information concerning products and/or services in connection with

5 multimedia (e.g., video) transmission and delivery is provided. The system and method facilitate targeted marketing and/or merchandising in connection with video streams delivered to users across a computer network, e.g., the Internet and/or the World Wide Web, by synchronizing ancillary content with the video stream. User database(s) and commerce database(s) are provided for real time determination of ancillary information

10 to be displayed for individual users of the system. A list block may be utilized by an individual user to capture ancillary content that is displayed with the video stream for his/her subsequent attention, e.g., as a navigation bar. The method/system may be used in a broad range of applications for live, taped live and on-demand video streams.

PCT/US2001/030000